



**UNIVISION®**  
COMMUNICATIONS INC

# THE ESSENTIAL GUIDE TO Hispanic Voters



# ¿usted habla votes?

**More than 28 Million Hispanics  
will be eligible to vote by 2016.\***

The question isn't whether they'll have a voice.

It's whether they'll hear yours.

Come join la conversación at  
[univision.net/hispanic-vote](http://univision.net/hispanic-vote)



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\*Source: Current Population Survey Voting and Registration files  
2004, 2008, 2012. Assuming a 21%-23% increase in eligible to vote  
Hispanic population every 4 year presidential race cycle.

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# Power of the Latino Vote

The American electorate is growing by the minute. According to census data, every month 50,000 Latino citizens turn eighteen and are therefore eligible to vote. Did you know that Hispanics already account for more than 50 percent of the adults 18+ population in twenty-five congressional districts? Those kinds of numbers can swing an election, and campaign managers and political consultants know it.

The growing importance of the Latino vote and how the candidates can court and reach the Latino community is going to play a very important role in the 2014 midterm elections and every other election cycle in the near future. Today it is no longer possible to reach potential voters without having a strategic focus on Hispanics who make up 14% of the Electorate and according to the Pew Center will fuel 40% of growth of eligible voters through 2030.

Lessons can be gleaned from both Chris Christie's big win in New Jersey as well as Ken Cuccinelli's narrow loss in Virginia in 2013. Both of those races demonstrate the importance of reaching

out to Latino voters in order to win. The first step is gaining an understanding of how to find them across a media landscape that continues to fragment.

The reality is that neither party can claim to have the Latino vote squarely on their side. Look at the past four presidential cycles: Latino voters helped George W. Bush win in 2000 and 2004, and then helped Barack Obama secure two terms in office. Bottom line, political candidates need to change the way they campaign in the Latino community by adding messages online, on the radio and on Spanish-language television, rather than relying more heavily on mail or boots on the ground to get their message out.

# How Latinos Made the Difference in 2012

For the first time in history, in 2012 the Latino Vote proved to be nationally decisive, especially in key swing states like Colorado, Florida, New Mexico and Nevada.

The chart below shows the results of an Election Eve Poll conducted by Latino Decisions for Univision Communications, Inc. and Imprimedia based on a national sample of 5,600 Hispanic Voters which is directly proportionate to the Latino voter population nationwide, weighted to reflect the known Census demographics for Latino voters.

	Nat'l	AZ	CA	CO	FL	MA	NC	NM	NV	OH	TX	VA
Latino vote for Obama	75	79	78	87	58	89	72	77	80	82	70	66
Latino vote for Romney	23	20	20	10	40	9	27	21	17	17	29	31
% Latino in 2012 among all votes	10.4	20.2	27.3	14.1	17.4	6.9	3.9	39.7	16.7	2.2	26.6	3.3
Net contribution to Obama	5.4	11.9	15.8	10.9	3.1	5.5	1.8	22.2	10.5	1.4	10.9	1.2
Final vote margin	<b>2.8</b>	-10.1	20.6	<b>4.7</b>	<b>0.9</b>	12.0	-2.2	<b>9.9</b>	<b>6.6</b>	1.9	-15.8	3.0
Growth in Latino vote '00-'10	52%	72%	67%	30%	66%	98%	117%	21%	117%	47%	38%	76%

## Key takeaways from 2012

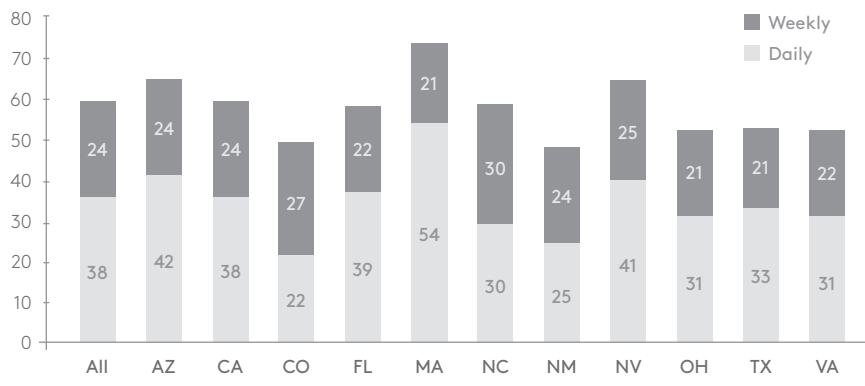
1. Latino vote net contribution gave Obama a 5.4% margin
2. Latinos gave Obama +2.8% margin in the national popular vote
3. If Latinos had split their vote evenly, Obama loses popular vote
4. If Romney had been able to capture at least 36% of Latinos, Obama would have lost the Popular Vote
5. Note the growth in Latino Vote from 2000-2010 in key swing states like Ohio (47%), Virginia (76%), and North Carolina (117%).

# What About Language?

There is certainly a lot of talk about how the Latino Population is becoming more and more bilingual, but contrary to what you might think, the vast majority of Latinos continue to speak Spanish predominantly.

According to Simmons research<sup>1</sup> 79% of Hispanic Registered voters speak Spanish at home versus 21% who only speak English. In fact, according to the Latino Decisions Election Eve Poll of 2012, over 60% of Latino Voters relied on Spanish-language TV for their political information, see chart below.

Rely on Spanish Language TV For Information about Politics



And finally, Nielsen confirms that advertising in Spanish is actually more effective than advertising to Hispanics only in English. According to a study published in 2012, commercials shown in Spanish saw a 30% increase in recall among Hispanics. Furthermore, Hispanics like ads 51% more when viewed in Spanish than when viewed in English<sup>2</sup>.

1 Source: Simmons NCS/NHCS Spring 2013 FY–Pop. Based on A18+ that are registered voters

2 Source: Nielsen Hispanics report Q2 2012

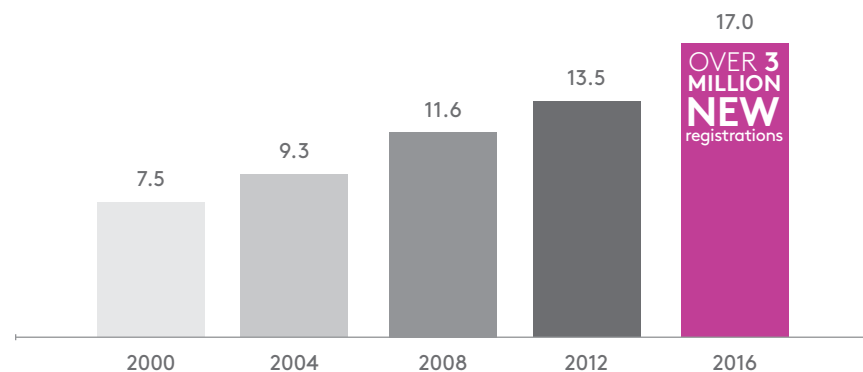
# Hispanics will be an even BIGGER factor in 2016

According to an analysis of Census Data and Aristotle Voter Registration Data, the Hispanic electorate is projected to grow by over 3 Million new registrants by 2016 when they will make up about 17% of the total U.S. electorate.

In the chart below you can see how over the past 4 presidential cycles, the Latino voter rolls are growing between 21-26% each cycle.

Number of Hispanics Registered to Vote (in millions)

Growing 21%-26% each 4-year election cycle



Registered voter, through 2012. Registered Voters projection on 2016

Sources: US Census Bureau Current Population Survey Voter And Registration Files, November Supplement 2000, 2004, 2008. Aristotle Voter Registration Data. Based on January 2012 Data Run. 2016 Projected Based on past growth (2000-2012). Assuming Average Growth in 4 Next years.

# Rules for the Road

This guide will give you the basic tools to better understand and reach the Hispanic voter during the upcoming Midterm elections. Here are some best practices you should always keep in mind.

## Research Best Practices

- Work with the pros: previous experience with Hispanics a must
- Respect language breaks and sample adequately in order to correctly consider results
- Always include millennials in research: they're the future!
- Whenever possible, do by phone or in person: response to online surveys among Hispanics who speak only Spanish is poor
- If doing focus group sessions, provide simultaneous translation in back room (first opinions are formed there)
- Be bi-partisan in approach and reporting

## Campaign Strategy and Messaging

- Start early: demonstrate respect and build trust through Spanish language media outreach
- Align: communicate support and be prepared to address the key issues Hispanics feel politicians should address: jobs/economy, education, health care and CIR
- Allocate budget and resources for paid and earned media in accordance with Latino voter population

## Spanish-language Earned Media

- Treat Hispanic media just like you would Non-Hispanic media
- Identify key issues impacting Hispanics in your community and highlight these with Hispanic specific stats/data when possible
- Build relationships and engage with Hispanic media as you do with non-Hispanic press
- Do not stereotype

- Treat Hispanic press and Hispanic constituents with the same respect as you would with Non-Hispanic press and constituents
- If possible, translate some of your releases/content, but work with a professional translator
- Interviews can be conducted in English and then aired with a Spanish voice over

## Media Consumption

For political campaigns looking to effectively reach Latino voters it is also critically important to understand media consumption patterns of Hispanics. Unlike other voters, who usually are best reached through news programming, Hispanic voters can be effectively reached through entertainment programs, especially programming such as Telenovelas that dominate primetime schedules as well as sports programs and, of course, news programs, where Hispanics mainly get their information.

**"The Latino community is going to be absolutely pivotal in every Federal election from here out."**

Political strategist and campaign managers are all recognizing the growing importance of the Latino vote. "The Latino community is going to be absolutely pivotal in every Federal election from here out," says Democratic Strategist Michael Halle who worked on the McAuliffe campaign in 2013. "The population is growing, their impact on what's happening in Washington and on what's happening in state legislatures or in governor's offices is growing every single day and any campaign that ignores that will fail," he adds. "I do advise candidates to do Spanish language media," says Republican Strategist Hector Barajas of Revolviz. "We've seen a lot of elections won or lost by very few votes and the last thing you want to do is be on the losing end of a couple hundred votes or a couple thousand votes when you could have communicated."

Reach America's  
Hispanic voters  
across all  
geographies  
through every  
major medium  
by partnering with  
just one company:

Univision  
Communications  
Inc.



**Univision Communications Inc. (UCI)** is a top-tier multimedia company that informs, entertains and connects with U.S. Hispanics like nobody else. What truly sets UCI apart is the depth of our 50-plus year relationship with U.S. Hispanics and the trust our community places in the Univision brand. Our brand equity is on par with Apple, Coca-Cola and Kleenex, and is bolstered year after year by the success of our proven, world-class multiplatform programming.

Our multiplatform offerings and the unmatched quality of our entertainment, news and sports programming give UCI unparalleled brand strength.

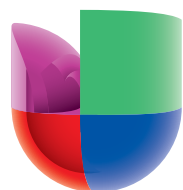
UCI delivers a quality, relevant experience across broadcast and cable TV, mobile, radio, connected devices and social. We are one company that delivers results for

our partners across all platforms, and we are uniquely positioned at the intersection of two primary business growth opportunities in the U.S. today: Hispanics and digital.

UCI is the gateway to Hispanic America for any company looking to connect with this important audience.







**UNIVISION®**

**THE ONE.  
THE ONLY.**

Univision Network is home base for millions upon millions of American households that rely on a single network that informs, entertains and empowers.

Nothing comes close to the loyalty and reach of the Univision Network, delivering the general entertainment content on TV that our viewers and America's future voters expect.

Our flagship broadcast network is the home of Hispanic America's favorite mega stars. Content runs the gamut from the most watched telenovelas on the planet to the entertainment, news, sports and reality programming that delivers massive audiences week after week, year after year.



**DEMENTE  
CRIMINAL**



**MÁS  
MEANS  
MORE**



UniMás counter-programs Univision with a powerhouse lineup of drama, sports and action like nothing else on TV.

UniMás is the most powerful place on TV to reach Hispanic millennials in Spanish, a group we call the **Más Generation**.

The network caters to them like no other television brand can, with massive distribution, massive viewership and most important of all, the content they crave.

**BROADCAST PROPERTIES**



# The BIGGEST HISPANIC AUDIENCES on Cable TV





## UCI's **LEGENDARY** **CABLE POWERHOUSE**

In addition to having the #1 Hispanic Cable Network, Galavisión, for more than 30 years, Univision offers media buyers a robust line up of 11 other cable networks that deliver on important Hispanic passion points from the most popular Sports, News and Entertainment.



El Chavo: El Chavo™ logo and characters are trademarks of Roberto Gómez Bolaños © all rights reserved 1972-2013.

La Familia P. Luche



UNIVISION



## UNIVISION DEPORTES NETWORK

With U.S. Hispanics' passion for sports stronger than ever, Univision Deportes has ramped up efforts to acquire rights to more teams and sports properties, and will air more live soccer for the 2013-14 season than any other sportscaster, regardless of language.

Centered around UCI's 24-hour sports flagship cable channel, Univision Deportes Network can now deliver more hours of sports content than ever across every medium, from TV and radio to mobile and beyond. We bring exclusive access and in-depth coverage and analysis of the top

teams in Liga MX. It is the official home of the Mexican and U.S. National Teams, as well as the U.S. Hispanic home for the Copa MX, Formula 1, CONCACAF Gold Cup and CONCACAF Champions League. This is THE destination for die-hard soccer lovers before, during and after the match.





## THE POWER OF FUSION

Univision and ABC/Disney partnered to create Fusion: the first ever multi-platform brand directly aimed at English-Speaking Hispanics.

Fresh, fun and irreverent, Fusion will inform, empower and inspire its audience through original current events, culture and lifestyle programming. From its headquarters in Miami and production facilities in LA and NY, Fusion will create conversations around the most resonant issues facing millennials and those who share a similar mindset today.

Through mobile, tablet and desktop devices, Fusion's multimedia producers will amplify and empower the actions and voices of those who are seeking to shape a diverse, smart and inclusive America.



Robert Rodriguez



## RIDE WITH EL REY

Filmmaker Robert Rodriguez, whose movies have grossed \$2.8 billion at the box-office, creates a full-throttle English-language cable network called the EL REY NETWORK. El Rey packs a powerhouse line-up of original scripted series, movies, cult action classics, reality series, animation and next-gen sports.

El Rey unites top storytellers and talent from the big screen to develop show content never before seen on television. Hollywood blockbuster and indie film names combine to bring a king-sized infusion of fresh, unpredictable, gritty, adrenaline-charged entertainment to cable. A network sure to have its digitally savvy millennial target audience glued to their screens. All combining to make El Rey a dynamic, vibrant, revolution of a network.



# BOOTS ON THE GROUND

## Local TV

The Univision Television Group provides direct access for marketing partners that want to reach any of the 62 UCI television stations across the country.

From the boroughs of New York and the beaches of Miami to the suburbs of Chicago and the streets of L.A., the Univision Television Group is an active

part of every major Hispanic community in America. Our local TV stations produce award-winning local news programs, community affairs shows and events that allow candidates to get their message out on the ground as well.

Many of our stations have been on the air for decades, including KMEX, the most watched station in America, regardless of language.



For the 17th consecutive major sweep, KXLN ranked as the #1 early local newscast in Houston (News 45 at 5), among both Adults 18-49 and Adults 25-54, regardless of language.

**LOS ANGELES**  
KMEX / KFTR

**NEW YORK**  
WXTV / WFUT / WFTY

**MIAMI**  
WLTW / WAMI

**HOUSTON**  
KXLN / KFTH

**DALLAS**  
KUVN / KSTR

**CHICAGO**  
WGBO / WXFT

**BAY AREA**  
KDTV / KFSF

**SAN ANTONIO**  
KWEX / KNIC

**PHOENIX**  
KTVW / KFPH

**BROWNSVILLE**  
KNVO / KTFV-CD

**SACRAMENTO**  
KUVS / KTFK

**SAN DIEGO**  
KBNT-CA / KDTF-LD

**ALBUQUERQUE**  
KLUZ / KTFQ

**FRESNO**  
KFTV / KTFE

**EL PASO**  
KINT / KTFN

**DENVER**  
KCEC / KTFD

**ORLANDO**  
WVEN / WOTF

**PHILADELPHIA**  
WUVP / WFLA-CA

**TAMPA-ST. PETE**  
WVEA / WFTT

**WASHINGTON, DC**  
WFDC / WMDO-CA

**ATLANTA**  
WUVG

**AUSTIN**  
KAKW / KTFQ-CD

**LAS VEGAS**  
KINC / KELV-LD

**BOSTON**  
WUNI / WUTF

**TUCSON**  
KUVE / KFTU

**SEATTLE**  
KUNS

**CORPUS CHRISTI**  
KORO / KCRP-CA

**HARTFORD**  
WUVN / WUTH-CA

**PORTLAND**  
KUNP

**SALT LAKE CITY**  
KUTH

**BAKERSFIELD**  
KABE-LD / KBTF-CD

**RALEIGH-DURHAM**  
WUVC / WTNC-LD

**MONTEREY**  
KSMS / KDJT-CA

**FORT MYERS**  
WUVF-CA

**LAREDO**  
KLDO / KETF-CD

**YUMA**  
KVYE / KAJB

**ODESSA**  
KUPB

**COLORADO SPRINGS**  
KVSU / KGHB-CD

**SANTA BARBARA**  
KPMR / KTSB-LD

**MINNEAPOLIS-ST. PAUL**  
WUMN-CA

**PALM SPRINGS**  
KVER-CA / KEVC-CA

**YAKIMA**  
KUNW-CD

**OKLAHOMA CITY**  
KUOK

**KANSAS CITY**  
KUCB-CA

**LUBBOCK**  
KBZO-LD

**NASHVILLE**  
WLCC-LP

**WICHITA**  
KDCU

**CLEVELAND**  
WQHS

**RENO**  
KREN / KNNV-LP

**SPRINGFIELD**  
WHTX-LP

**HONOLULU**  
KHLU-LP

**TULSA**  
KUTU-CD

**FT. SMITH**  
KWNL-CD

**CHICO-REDDING**  
KUCO-LP / KKTF-LP

**LITTLE ROCK**  
KLRA-CD

**SAN ANGELO**  
KEUS-LP / KANG-CA

**VICTORIA**  
KUNU-LD

**EUREKA**  
KEUV-LP

# Radio

Throughout the day, Univision Radio connects with audiences across 68 stations, including Univision America, the largest Spanish-language AM network in the U.S. Together with more than 100 affiliated stations, Univision Radio reaches more than 16 million weekly listeners.

In fact, just like our local TV business, Univision Radio leads in many markets like L.A. and Miami with one or more of the top rated stations, regardless of language.

Genres run the spectrum of musical styles and include news, talk and sports formats. Stations feature renowned, influential voices. Each day, listeners wake up to morning shows hosted by personalities like Enrique Santos and Omar and Argelia. They ask Dra. Isabel for family advice, get lifestyle tips from Marla Marín and keep up on current

events with Fernando Espuelas or Helen Aguirre.

The Univision Radio team also works with its partners to produce local events touching millions of consumers each year, from health fairs and cultural events, to music concerts and food shows.

Beyond the airwaves, Uforia offers a next generation digital music service for today's tech savvy listener. Users can access any Univision Radio station or build their own personalized channels on the go.



## LOS ANGELES (5)

KLVE-FM  
KRCD-FM  
KRCV-FM  
KSCA-FM  
KTNQ-AM

## NEW YORK (3)

WADO-AM  
WQBU-FM  
WXNY-FM

## MIAMI (4)

WAMR-FM  
WAQI-AM  
WQBA-AM  
WRTQ-FM

## SAN FRANCISCO (5)

KBRG-FM  
KSOL-FM  
KSOL-FM  
KVVF-FM  
KVVZ-FM

## CHICAGO (5)

WOJO-FM  
WPPN-FM  
WRTQ-AM  
WVIV-FM  
WVIX-FM

## HOUSTON (5)

KAMA-FM  
KLTN-FM  
KLAT-AM  
KOVE-FM  
KQBU-FM

## SAN ANTONIO (6)

KBBT-FM  
KCOR-AM  
KGSX-FM  
KROM-FM  
KXTN-FM  
KVWG-FM

## DALLAS (5)

KESF-FM  
KDXX-FM  
KFLC-AM  
KFZO-FM  
KLNO-FM

## MCALLEN (3)

KBTQ-FM  
KGBT-AM  
KGBT-FM

## SAN DIEGO (2)

KLNV-FM  
KLQV-FM

## EL PASO (3)

KAMA-AM  
KBNA-FM  
KQBU-AM

## PHOENIX (5)

KHOT-FM  
KHOV-FM  
KKMR-FM  
KOMR-FM  
KQMR-FM

## LAS VEGAS (3)

KISF-FM  
KLSQ-AM  
KRGT-FM

## FRESNO (3)

KLLE-FM  
KOND-FM  
KRDA-FM

## ALBUQUERQUE (4)

KIOT-FM  
KJFA-FM  
KKRG-FM  
KKSS-FM

## AUSTIN (2)

KLJA-FM  
KLQB-FM

## PUERTO RICO (5)

WKAQ-AM  
WUQK-AM  
WKAQ-FM  
WUQK-FM  
WYEL-AM



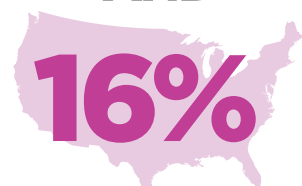
# DIGITAL OFFERINGS

According to the latest report from the Interactive Advertising Bureau (IAB), there will be

**42 MILLION**  
**HISPANICS ONLINE**  
by 2015



— AND —



**HISPANIC INTERNET USERS** are twice as likely to live in households with three or more children and 77 percent more likely to live in households with three or more employed adults.<sup>1</sup>



Although Hispanics are slightly less likely to have Internet access at home compared to the U.S. average (62% and 76% respectively) according to Nielsen, **Hispanics are leapfrogging other groups in technology adoption** and are three times more likely to have Internet access via a mobile device.<sup>2</sup>

In fact, Hispanics are 28% more likely to own a smart phone than non-Hispanic whites, which partially explains why they outpace all other ethnicities in terms of data services consumption. **That, of course, says a lot about the need for campaigns to use digital media to reach Latinos, especially the important millennial Hispanic voter.**

<sup>1</sup> US Latinos Online: A Driving Force, IAB Hispanic Research Working Group, May 2010.

<sup>2</sup> Nielsen "State of the Hispanic Consumer: The Hispanic Market Imperative" Q2, 2012.

## UNIVISION ESPAÑOL PLATFORM:

Reach almost 100%  
of Hispanics online

For political campaigns, digital targeting online has been a key tool over the past couple of cycles, but finding Hispanics based on political leanings, issues and geography has always been a challenge.

Now there is a new tool specifically designed to help campaign strategists find and reach the Hispanic voter online. The Univision Español Platform is the only service that allows you to reach almost 100% of digital Hispanics, targeting voting patterns and political sentiment and aligning that targeting with local digital media. It also allows candidates to use creative either in Spanish or English.

**The targeting capabilities of this new platform include:**

- Geography (State, DMA, CD, County, City or Zip)
- Political Attributes (i.e., Democrat or Liberal leaning, Republican or Conservative leaning, Likely voter (history of voting, not by party))
- Candidate interest (visited candidate site)
- Issue interest

# CASE STUDIES



# Winning with Hispanics: Chris Christie

## Background

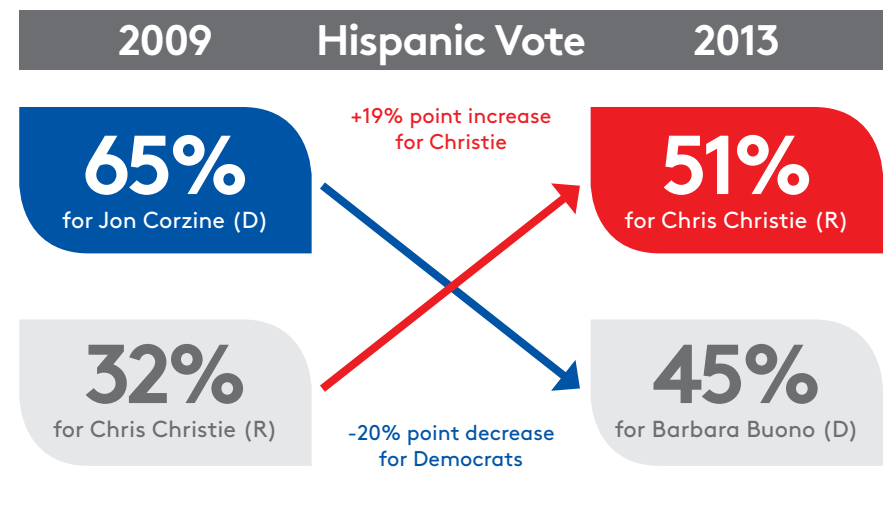
- During the 2009 Governor's race in New Jersey Chris Christie spent over \$13 million in English language media but did not invest in Spanish language media
- Christie's opponent, Jon Corzine placed over \$1 million in Spanish language media and won 62% of the Hispanic vote while Christie garnered just 32% of the Hispanic electorate

## How Things Changed in 2013

- During the 2013 Governor's race in New Jersey Chris Christie spent over \$14 million in English language media but this time invested 8% in Spanish language media
- Christie was the only candidate who spent on Spanish language media...but he had help:
- Republican Governor's Association also spent in support of Christie

## Results

Communicating with Hispanics in culture directly impacts voter turnout (2009 vs. 2013)



Source: CNN Exit Poll: New Jersey Governor: 2009 and 2013





# Winning with Hispanics: Terry McAuliffe

## Background

- Virginia called gubernatorial election in 2013 since the sitting Governor was not eligible for a successive term
- Since 1977, no party that has won the White House has gone on to capture Virginia's governorship the following year
- Hispanic registered voters increased +54% from 2008, vs Non-Hispanic increase of just +6%
- 154,000 Hispanics were eligible to vote in the state of Virginia
- 74% were registered to vote (on par with Non-Hispanics) for a total of 114,000 Hispanic registered voters
- Hispanics accounted for only a 3% share of all registered voters

## How McAuliffe won in 2013

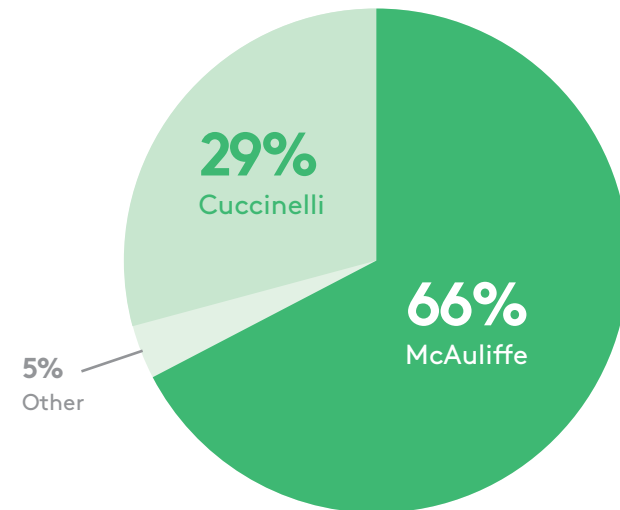
- Terry McAuliffe was the only candidate who advertised in Spanish during the gubernatorial campaign.
- The McAuliffe Campaign conducted a series of focus groups to better understand the issues that the Latino Community cared about most.
- McAuliffe campaign messaging highlighted the views he had in common with the Hispanic community and effectively connected in-culture through his Spanish-language TV campaign.

## Results

### 3% goes a long way

- In 2013 Democrat Terry McAuliffe ran against Republican Attorney General Ken Cuccinelli in a race for governor of Virginia and won by 3 percentage points (48%-45%)
- 95,500 Hispanics voted in the 2013 gubernatorial race in Virginia
- 66% of Hispanics voted in favor of Terry McAuliffe helping to ensure his win.
- Democrats regained the governor's seat in Virginia: for first time in decades this position is held by the President's party. McAuliffe garnered a bigger share of Hispanic votes than Obama did in 2012 (66%-64% respectively)

% Share of Hispanic Votes



Sources: Election Results: Latino Decisions 2013 Election Eve poll in Virginia. Results are estimates

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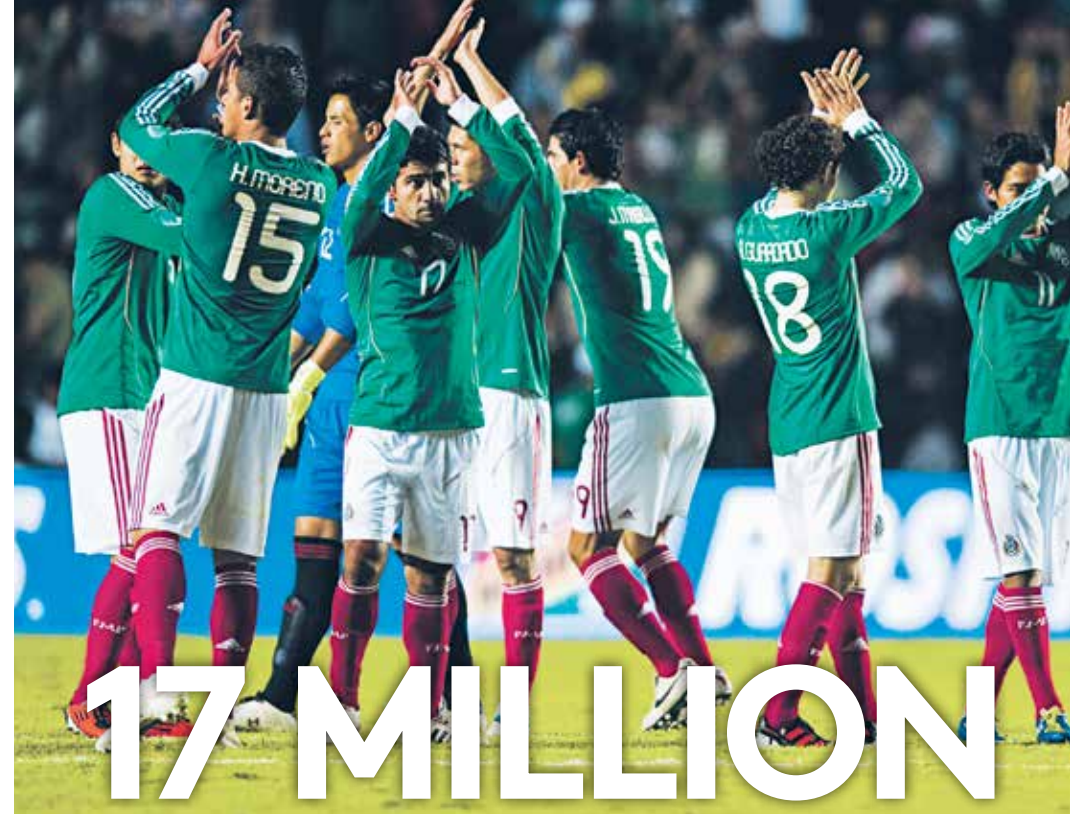
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**Hispanics know all their names.\***  
**Do they know your candidate?**

**1 in 10 votes in the 2012 presidential election  
came from Hispanics.\***

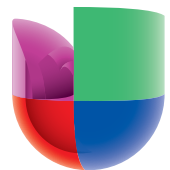
The question isn't whether they'll have a voice.

It's whether they'll hear yours.

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\*Based state in projection of registered voters by 2016.

\*Source: CNN 2012 Exit Polls. Current Population Survey Voting and Registration files 2004, 2008, 2012. Assuming 22-24% increase in Hispanic registrations every 4 year presidential race cycle.



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\*Source: The Nielsen Company, NPM-H (11/11/2013-11/17/2013) Adults 18+, Live+7. Based on a qualified audience of 6+ minutes and on Univision news programming of "Al Punto," "Aquí y Ahora," "Noticiero Univision," "Noticiero Univision: Edición Nocturna," "Noticiero Univision Fin De Semana" and "Primer Impacto."